

The Opportunities for Cloud Telephony in **Finance Management**

In a political and economic climate that demands the public sector finds ever more cost-effective ways to deploy its budgets while maintaining the highest standards of service delivery, attention is turning to cloud telephony for the flexibility and value for money it brings to communications in every context.

Cloud telephony puts the telephone network wherever the internet is, allowing staff to communicate across any number of platforms using their mobile device, PC or existing extension. It removes phone systems from the limitations of fixed line networks and physical exchanges by placing everything on remote, secure servers in the cloud.

But what specific advantages does it offer public sector organisations from the perspective of financial management?

Sourcing, specifying and financing a new telephone system to replace a legacy PBX or ISDN network is, under any circumstances, a major undertaking. As well as the initial capital expenditure involved in decommissioning the old network and implementing the new one, Finance Managers must also take into account how ongoing maintenance costs, periodic upgrades and call charges will impact on the telephony budget across the course of a year.

With the rapid rise of cloud based telephony and its adoption by a growing number of public sector organisations, however, the old model is starting to give way to a much more flexible and cost-effective approach.

The main difference lies in the size of the up-front capital expenditure. Because all its software and functions are hosted on remote servers, a cloud telephony system doesn't need any of the physical exchange hardware a conventional PBX system depends on.

By decoupling the telephone from a fixed line infrastructure in this way, equipment costs are dramatically reduced, while the costs involved in physically installing and commissioning a new hard-wired network disappear altogether.

The same applies to system maintenance and updates. The maintenance contracts that accompany PBX networks ensure their functions and features are kept up to date, but at a cost. Similarly, each new user extension added to the existing network can incur a fee.

With cloud telephony, system updates and maintenance happen remotely, with costs absorbed by the vendor and software provider rather than being passed on to the end user. This also guarantees the latest features and platforms are always available. New extensions and users can be added quickly and easily on screen by system administrators and, of course, the cost of calls made through the internet are substantially lower than conventional landline services.

With more capacity to promote flexible and home working, cloud telephony can also have an impact on office rental, energy and building management costs; fewer staff onsite manning fixed line extensions means less of a requirement for permanent office space and less demand for heating, lighting, cleaning and security services. All significant lines in any public sector budget.

By allowing staff to collaborate more easily with suppliers, colleagues and agencies in other locations using voice conferencing, it also helps save on travel costs to and from meetings and accommodation.

Measured against conventional PBX networks, cloud based telephony delivers much higher pound for pound specification and performance, plus a host of intelligent features to integrate users on a wide range of devices and channels.

When procurement success is measured increasingly in the quality of its required outcomes, it offers real, tangible fiscal and social value.

The NFON Cloud Telephone System has the flexibility to precisely meet your particular needs, then easily grow when required.

- › **Future-proofed and flexible**, the NFON Cloud Telephone System is always at the leading edge of technological advancements and scales seamlessly – making it the perfect solution for organisations of all sizes.
- › **Internet connectivity** delivers phone calls from anywhere with an internet connection – at work, on the move or at employees' homes.

› **Same numbers and seamless migration** mean organisations can keep their existing switchboard and extension numbers. The transition is seamless, with zero operational interruption.

› **Over 150 advanced features** enable smarter working – Advanced functionality is included for workgroups of any size, such as mobile phone integration, telephone conferencing call control, smart queuing, call routing, multi-office connectivity and call coaching.

› **Reliability and technical excellence** are ensured through NFON's carrier-grade, enterprise-level service. It enables high-quality voice connections via a central telephone system managed by NFON, in high-availability, geo-redundant data centres.



Full integration with Microsoft Teams

NFON's full integration with Microsoft Teams delivers a genuinely unified communications solution that equips you with a feature-rich, enterprise-grade telephone system for enhanced collaboration. Screen sharing and audio/video conferencing enable better cross-agency working and more effective sharing of resources.



Contact Centre

A professional cloud contact centre delivers omni-channel presence, allowing you to interact with service users whenever, wherever and however they choose.

More options, More Value

The extra benefits of the NFON Cloud Telephone System include many more options, such as:

- › Call recording
- › Mobility
- › Computer telephony integration
- › Call reporting

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NFON features that help you achieve your objectives

- › Integrating mobile workers frees up office space to reduce costs and average working space
- › With everyone on one system, staff effectiveness, collaboration and motivation is improved
- › Microsoft Teams integration supports inter-department collaboration that improves resource utilisation and decision making
- › Enterprise-grade telephony system with enhanced features – including omni-channel contact centres – improves customer service experience
- › Technology upgrades improve efficiency without capex outlay

NFON has been approved by HM Government as a supplier under the auspices of its G-Cloud procurement initiative. Its award-winning solutions are now available to the UK public sector through the government's digital marketplace. NFON provides clear, integrated, communications through the cloud for the public sector.

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